

THE BENNETT COMPANY

Help the Y. W. C. A. Last Week for the Young Women to Raise \$125,000

To guarantee an astounding success all department managers have been instructed to make special cuts in prices, to give extra Green Trading Stamps, and especially for the sale of the Y. W. C. A. make Easter week the Red Letter Week of Bennett History.

Easter week—during the entire week—The Bennett Company will give twenty per cent of its increase in sales—Increase reckoned against total sales for Easter week last year—to the building fund of the Y. W. C. A. Every man, woman and child in or around Omaha who has a dollar or a nickel to spend should make it a matter of conscience to spend it in The Bennett Store during Easter week—so help the Y. W. C. A.

Every little bit helps—twenty cents on the dollar goes to the Y. W. C. A. The claims of this institution need no espousal or argument from us. The women of Omaha are engaged in a noble cause—they need a new building—they must have the money to build it.

The Bennett Company has guaranteed from this percentage of sales increase One Thousand Dollars. It's up to the people to make it Two Thousand or more.

Our business increases by leaps and bounds. We wouldn't unwind our tow-line in this way unless we were absolutely confident of a gigantic increase in sales—sufficient, at least, to assure the Y. W. C. A. of a very handsome and most gratifying sum of money.

Every department is in trim with special attractive bargains; every clerk and sales person knows of this plan, is enthused with it, will do everything to make it a huge success. Every member of the Y. W. C. A. knows this plan will produce a big lump of money. Every man, woman and child in Omaha should feel it's up to them to HELP THE Y. W. C. A.—TRADE AT BENNETT'S.

Bennett's Great Store will have a branch Y. W. C. A. Headquarters till close of money raising campaign. Y. W. C. A. booth is located on main floor. A big Y. W. C. A. clock is fixed up at Main entrance. Watch it go 'round.

Extraordinary Easter Announcement

Ladies' Waists
Our Great Monday Sale

Fine India Linon Waists—Trimmed with French Val. lace, inserting and tucks, very full sleeve, deep cuffs, regular \$2 and \$2.50 styles—Monday at \$1.25 and..... **98c**

Sale of Ladies' Suits at Special Prices for Y. W. C. A. Week—The noblest Pony Suits, Eton Suits and Jacket Suits ever produced—at \$12.50 and..... **9.90**

Petticoat Sensations—Rich black shadow cloth, deep ruffles and tucks, very full—Y. W. C. A. Week at..... **50c**

Heather Bloom Petticoats—The lightest weight material ever woven for such a purpose—Black at \$2.95, \$2.50, \$2.25 and..... **1.98**

Colors—Alice blue, shell pink, silver gray and other new shades—at..... **2.25**

Misses' Box and Three-Quarter Coats—Ages 10, 12, 14 and 16 years, elegant styles and materials. Prices, \$8.95, \$7.95, \$6.50, \$5.95 and.... **4.95**

Hand Bags for Easter—Nobby White Canvas Hand Bags, fancy embroidered, purse inside, clean, just like a canvas shoe, in three sizes—special—each—69c, 50c and..... **25c**

Ladies' Side and Back Combs—On Sale Monday for Y. W. C. A. Week—Over 1,000 handsome mounted Back and Side Combs, fresh from the importers—about half the regular value—prices, \$1.50, \$1.25, 95c, 75c, 50c and..... **25c**

The Big Silk Sale—Monday

We place on sale Monday morning a choice collection of brand new Silks, the latest designs, in all colors wanted this season for waists and suits—these beautiful silks are practical and are sold everywhere at 59c yard—
one day only—Monday—a yard..... **29c**

Radium Peau de Cygne—Pure silk, soft and clinging, in all new plain shades for street and evening dresses, regular price \$1.00—special Monday—a yard..... **59c**

36-inch Satin for lining pockets, in all shades—wear guaranteed—Monday, yd.... **\$1**

EASTER WEEK COSTUMES AND WRAPS—In silk, fine wool, voiles, nets, cloth of gold and all-over laces. Ladies, come and inspect them.

Ladies' Skirts—Black, navy and cream mohairs and serges, fancy plaids, checks and stripes—the very latest models. Set your price and we can match it.

New Spring Umbrellas Silk and linen covered Umbrellas, in blue, red, green, black and brown, fancy border—a \$1.69 value—special—each..... **1.39**

New Arrivals in Art Pillow Tops—Grand display of finished Pillow Covers, in Oriental, floral, songsters, bachelor and postal card patterns, a lot painted tops in numerous designs—sale price—each—50c and..... **25c**

Colored Dress Goods

48-inch Wool Chiffon Taffetas, in all the new spring shades, smooth finish and bright luster, worth \$1.50 yard.
46-inch Silk and Wool Taffetas, with shadow checks and dots, soft, rich fabrics, makes a very dressy gown, regular price \$1.39 yard.
46-inch "Oviedo" Cloth, chiffon finish, similar in weave to a Panama, with small, irregular self-colored checks—the newest designs for spring wear—dust repellent.

Just received, full line of Rainproof Cloths, splendid range of colors, ranging in price from, a yard, \$3.00 down to..... **50c**

50c Sheer Linen at 20c a Yard—10 pieces of Sheer Linen, for waists and dresses, regular 50c quality, Monday—a yard—only..... **29c**

(Twelve Yards to a Customer.)

Imported India Dimities—In checks and bars—very pretty floral designs, Monday only—a yard..... **25c**

The Manaco Silk Organzies—Make the most stylish evening or party gown, very pretty floral designs, Monday, a yard, only..... **35c**

25 pieces of White Dotted Swisses and Checked Messalines, 28 and 34 inches wide, worth 18c and 25c a yard, Monday, a yard..... **15c**

20-inch Linen Finished Chambrays, in checks and invisible plaids, Monday, a yard..... **15c**



Easter Glories in Millinery

The entire department a' bloom with loveliest specimens of 1906 Easter Millinery.

Every table superbly arrayed with the handsomest and most perfect creations.

Pattern Hats! Pattern Hats!

An exquisite new line, originated for perfect harmony with the easter gown, in greys, greens, blues and rare old rose shades—the mirror of Paris fashions, touched up with most skillful perfections of American art in millinery.

Some Entrancing Easter Specials

An Old Rose Empire Hat in chip, reminiscent of the 1860 styles—antique, yet elegant; poetic, yet practical—a hat with a character and an individuality—trimmed with large French roses and old rose ostrich plumes, giving it a quaint yet pleasing effect—Easter price..... **\$20**

French Capote Fancy White Maline Hat—Small, nobby, quaintly trimmed with pink roses, blue ostrich plumes, sweeping aigrette—a dashing striking, attractive specimen..... **\$25**

SWAGGER SAILORS
In fancy shades, quite a museum of styles in all materials, colorings, delicate shadings.... **\$5:\$10**

Confirmation Veils and Wreaths

Every occasion or duty pertaining to Easter finds its affinity in something really beautiful in our superb millinery section. Every lady, whether interested to the extent of buying or not, especially invited—Easter week. Second Floor.

CUT GLASS
CUT GLASS

New Shipment Received—Many New Cuttings, Shapes, Etc.—Each Piece Cut from an Original Blank.

SEE OUR TABLE OF CHOICE PIECES FOR MONDAY'S SELLING, AT..... **1.69**

Sugars and Creams, Water Jugs, Carafes, Bowls, Celery Trays, Covered Bowls, Vases, Etc., Etc.—Choice, each..... **\$5**

NEW WHITE CHINA—A delayed shipment, many new things—PRICES LOWER THAN EVER.

EASTER NOVELTIES IN CHINA—Pretty little figures—each 50c, 35c, 25c, 20c, 15c and..... **5c**

BEAUTIFUL THIN CHINA CUPS AND SAUCERS—Very neat decoration, gold traced, a good 25c value—Monday, each..... **15c**

100-PIECE DINNER SETS—Pretty neat design, gold traced—Monday, a set..... **7.48**

Clothes of Distinction

Our Garments are Very Different from Ordinary Ready-to-Wear Clothing.

OUR CLOTHING HAS CHARACTER

It comes to us from the best makers known to the trade—there's a guarantee in a pocket of every coat.

Handsome Spring Suits, choice Top Coats, Rain Coats, Dutchess Trousers, etc., are productions not excelled even by high priced, exclusive tailors.

Suits at \$20, \$17.50, \$15, \$12.50 and..... **\$10.00**
Rain Coats, at \$20, \$17.50, \$15, \$12.50, \$10, \$7.50
Top Coats at \$15, \$10, \$7.50, \$6.50 and.... **\$5.00**
Vests! Something in up-to-date styles and goods, as well as plain whites, from \$5.50 down to \$1.00

Remember, please, that we also have everything that's new and right in Hats and Haberdashery.

THE DANTLER—the One Minute Gas Range

Pride of the Up-to-Date Kitchen. Common sense house-keeping approves the One Minute Dangler, and demands its universal adoption.

There's no waste, no fuss nor muss in its operation, it combines best qualities of all gas ranges in a simplified form that means one minute action and perfect results—

20 to 30 Per Cent
Saved on Gas



GENERAL DESCRIPTION

Range built of very best cast iron and plate steel, galvanized iron under the burners, improved removable star single burners and large burners of double power. Slimmer burner under grate of left-hand back burner; built and equipped for permanence, success and speed. ALL SIZES.

See special demonstration baking and cooking, Easter week

HARDWARE ITEMS

LAWN RAKES, 42c
24 tooth.....
Spading Fork, extra good, 84c and..... **74c**
And 40 green trading stamps.
Extra good steel Hoes, at 45c, 38c and..... **35c**
And 30 green trading stamps.
Good steel Rakes, 35c, 30c and..... **25c**
And 20 green trading stamps.
Carpet and Rug Beaters, 25c, 18c 15c and..... **12c**
And 20 green trading stamps.
Scrub Brushes, at..... **10c**
And 10 green trading stamps.
Electric Wall Paper Cleaner, 18c and..... **15c**
And 20 green trading stamps.
Poultry Wire and Poultry Fencing at Lowest Prices. Best quality. Double Green Trading Stamps, Monday.

Furniture, Carpets and Draperies

BUY FOR CASH
10 TO 25 PER
CENT SAVING

HOME-REMODELING BARGAINS IN RUGS.
PALISADE TAPESTRY BRUSSELS RUGS, 8-10-12 in. in oriental and floral patterns, a good value \$13.98 at \$10.50, Monday..... **13.98**
TAPESTRY BRUSSELS RUGS, 12-14 in. in medallion and oriental patterns, a very variety, Monday, at..... **11.98**
PALISADE BRUSSELS RUGS, 12-14 in. in all colors and beautiful patterns, worth \$18.50, Monday..... **15.98**
SAMPLE VELVET RUGS, 12-14 in. about 25 different patterns, a good value at \$27.50, Monday..... **21.75**
CREX RUGS, 16 in. plain colors or stripes, a good rug for dining room or bed room, also 6x9 for..... **4.50**
Size 12x16 6.50 Size 12x12 8.50
Small Rugs in all sizes for halls, living rooms, bed rooms, etc., from \$9 down to..... **49c**
MONDAY BARGAINS IN DRAPERY SECTION
SCREEN FRAMES—Three panels, full 19 inches wide and 5 foot 6 inches high, frame nicely decorated, regular \$5.50 value, Monday..... **95c**

MERCERIZED PILLOW GIRLDES, 3 yards long, with tassels in beautiful shades of green, lavender, red, yellow, blue, etc., regular 50c value, Monday at..... **29c**
BENNETT'S SILK DOWN SOFA PILLOWS, made exclusively for us, of fine materials, special prices: 18-inch for..... **30c**
20-inch 40c 22-inch 50c 24-inch 60c 26-inch 70c 28-inch 80c
ARABIAN COLORED BOBBINETS, 4 inches wide, regular 25c value, Monday..... **13c**
WHITE BOBBINET, 4 inches wide, regular 25c grade, 19c for..... **19c**
1,000 PAIRS IRISH POINT CURTAINS, worth up to \$10 a pair—15 patterns to select from—Monday for..... **3.98**
Real hand-made CLUNY LACE CURTAINS, white and beige, mounted on French net, 3.75 worth \$6, Monday for..... **3.75**
Extra heavy mercerized Tapestry Portieres with fringe, corded edges or tapestry bordered, regular \$10 and \$10 values, Monday for..... **6.50**



FOLDING GO-CART, (like cut), a recliner, rubber tire, for..... **4.00**
Folding Go-Cart—non-reclining, rubber tire..... **2.35**
Handsome Go-Cart, beautifully upholstered, heavy rubber tire, best red body, for..... **12.75**
SIDEBOARD, solid golden oak, 22x28, swell front, beveled plate mirrors, \$12.75 and..... **11.50**

CHINA CLOSETS, at \$16.75, 14.00 12.25 and.....
BUFFETS, quartered golden oak, large beveled plate mirror, 22.75 for..... **6.50**
Fine large IRON BED, at.....
SIDEBOARD, solid golden oak and quartered, beautiful grain, swell front, large and beveled mirror..... **14.25**
7x9-38
All-Iron Woven Wire Fabric Spring, none better made..... **3.95**
Folding Go-Cart, beautifully upholstered, heavy rubber tire, best red body, for..... **12.75**
SIDEBOARD, solid golden oak, 22x28, swell front, beveled plate mirrors, \$12.75 and..... **11.50**
SANITARY COUCH, best money can buy, at..... **5.75**